

Application No.: 09/282,764

Docket No.: 99-808 RCE3

AMENDMENTS TO THE CLAIMS

Claims 1-5 (Canceled)

6. (Currently Amended) A method executed in a computer system for targeting advertisements comprising:

- defining at least one category as containing documents that may be retrieved;
- associating at least one supercategory with multiple categories including said at least one category by mapping the multiple categories to the at least one supercategory;
- associating an advertisement with at least one of said supercategories, the advertisement being separate from the documents contained in the at least one category;
- determining at least one term associated with a user search query;
- determining a first of said at least one supercategory based on at least one term of said user search query and said multiple categories of the at least one supercategory;
- forming a banner ad term list, each element in said banner ad term list including terms of said first supercategory and terms of said at least one category associated with said first supercategory; and
- displaying an advertisement associated with said first supercategory, wherein said documents include business information taken from listings in at least one directory of businesses.

7. (Currently Amended) The method of Claim 26 -6, wherein there is more than one supercategory and said first supercategory is a most relevant supercategory corresponding to said user search query, and the method further including:

- ranking said more than one supercategory to determine said first supercategory.

8. (Currently Amended) The method of Claim 26 -6, further comprising:

- determining additional terms related to terms included in said at least one supercategory; and
- wherein said determining a first supercategory also takes into account said additional terms.

9. (Cancelled)

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10. (Currently Amended) The method of Claim 26 -6, further including:
ranking said documents in accordance with terms occurring in said user search query and terms occurring in said multiple categories of the first supercategory.
11. (Currently Amended) The method of Claim 26 -6, wherein said computer system includes an on-line query tool.
12. (Currently Amended) The method of Claim 26 -6, wherein said determining a first of said at least one supercategory in accordance with said user search query includes:
determining a geographic area that is a search term included in said user search query.
13. (Canceled)
14. (Previously Presented) The method of Claim 6, wherein each element of said banner ad term list includes additional data about one of said documents associated with said each element.
15. (Currently Amended) A computer program product for displaying advertisements on a computer system comprising:
machine executable code for determining at least one category as containing documents that may be retrieved;
machine executable code for associating at least one supercategory with multiple categories including said at least one supercategory by mapping the multiple categories to the at least one supercategory;
machine executable code for associating an advertisement with at least one of said supercategories, the advertisement being separate from the documents contained in the at least one category;
machine executable code for determining at least one term associated with a user search query;

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machine executable code for determining a first of said at least one supercategory based on at least one term of said user search query and said multiple categories of the at least one supercategory;

machine executable code for forming a banner ad term list, each element in said banner ad term list including terms of said first supercategory and terms of said at least one category associated with said first supercategory; and

machine executable code for displaying an advertisement associated with said first supercategory, wherein said documents include business information taken from listings in at least one directory of businesses.

16. (Currently Amended) The computer program product of Claim 27 ~~15~~, wherein there is more than one supercategory and said first supercategory is a most relevant supercategory corresponding to said user search query, and the computer program product further includes:

machine executable code for ranking said more than one supercategory to determine said first supercategory.

17. (Currently Amended) The computer program product of Claim 27 ~~15~~, further comprising:

machine executable code for determining additional terms related to terms included in said at least one supercategory; and

wherein said determining at first supercategory also takes into account said additional terms.

18. (Cancelled)

19. (Currently Amended) The computer program product of Claim 27 ~~15~~, further including:

machine executable code for ranking said documents in accordance with terms occurring in said user search query and terms occurring in said multiple categories of the first supercategory.

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20. (Currently Amended) The computer program product of Claim 27 -15, further including an on-line query tool.

21. (Currently Amended) The computer program product of Claim 27 -15, wherein said machine executable code for determining a first of said at least one supercategory in accordance with said user search query includes:

machine executable code for determining a geographic area that is a search term included in said user search query.

22. (Canceled)

23. (Previously Presented) The computer program product of Claim 15, wherein each element of said banner ad term list includes additional data about one of said documents associated with said each element.

Claims 24-25 (Cancelled)

26. (Previously Presented) A method executed in a computer system for targeting advertisements comprising:

defining at least one category as containing documents that may be retrieved wherein said documents include business information taken from listings in a least one directory of businesses;

associating at least one supercategory with multiple categories including said at least one category by mapping the multiple categories to the at least one supercategory;

associating an advertisement with at least one of said supercategories, the advertisement being separate from the documents contained in the at least one category;

determining at least one term associated with a user search query;

determining a first of said at least one supercategory based on at least one term of said user search query and said multiple categories of the at least one supercategory; and

displaying an advertisement associated with said first supercategory.

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27. (Previously Presented) A computer program product for displaying advertisements comprising:

machine executable code for determining at least one category as containing documents that may be retrieved wherein said documents include business information taken from listings in at least one directory of businesses;

machine executable code for associating at least one supercategory with multiple categories including said at least one supercategory by mapping the multiple categories to the at least one supercategory;

machine executable code for associating an advertisement with at least one of said supercategories, the advertisement being separate from the documents contained in the at least one category;

machine executable code for determining at least one term associated with a user search query;

machine executable code for determining a first of said at least one supercategory based on at least one term of said user search query and said multiple categories of the at least one supercategory; and

machine executable code for displaying an advertisement associated with said first supercategory.